

## ORDER



**Orders**  
**Order / Rev:** 497866  
**Alt Order #:**  
**Product Desc:** 10/9-10/15 2012  
**Estimate:** 12317  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** GENERAL

**CBS5**  
**Primary AE:** House KPHO Local House KPHO Local  
**Sales Office:** KPHO  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies and Research  
**Buying Contact:** Suzanne Collins  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Sinema DCCC  
**Demographic:** A35+  
**Product Codes:** Political-Candidates  
**Priority:** PMT  
**Revenue Codes:** POL, PLC, CPL

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	16	\$10,625.00	\$9,031.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$10,625.00	\$9,031.25	0.00
<b>Totals</b>	<b>16</b>	<b>\$10,625.00</b>	<b>\$9,031.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House Kf			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	10/11/12	10/15/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a	M--T---	:30	2	\$200.00	PMT	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M--T---		2				\$200.00		0.00			
N 2	KPHO	10/10/12	10/15/12	M-F Midday News CBS 5 NEWS @ NOON	CM	M-F 12p-1230p	M-W----	:30	2	\$450.00	PMT	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-W----		2				\$450.00		0.00			
N 3	KPHO	10/11/12	10/11/12	M-F 3-4p PEOPLES COURT	CM	M-F 3p-357p	---T---	:30	1	\$175.00	IMP	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	---T---		1				\$175.00		0.00			
N 4	KPHO	10/09/12	10/15/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p	MT-----	:30	2	\$225.00	IMP	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MT-----		2				\$225.00		0.00			
N 5	KPHO	10/10/12	10/12/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p	--W-F--	:30	2	\$700.00	PMT	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--W-F--		2				\$700.00		0.00			
N 6	KPHO	10/09/12	10/15/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News	MT-----	:30	2	\$600.00	PMT	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MT-----		2				\$600.00		0.00			

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 Alt Order #:  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Sinema DCCC  
 Product Desc: 10/9-10/15 2012  
 Estimate: 12317  
 CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KPHO	10/09/12	10/12/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p -TWTF--	:30	4	\$1,300.00	PMT	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		4		\$1,300.00			0.00			
N 8	KPHO	10/13/12	10/13/12	Sa Late News Sa Late News	CM	Sa 10p-1035p -----S-	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S-		1		\$900.00			0.00			
												Totals	16	\$10,625.00
*Tax 1 Note: Tax 0.5%														

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KPHO-TV      Phoenix	<b>Date:</b> 10/5/2012
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I, Media Strategies and Research

being/on behalf of: Kyrsten Sinema, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 09, 2012			Monday, October 15, 2012		

**Total Charges: \$10,625.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Friday, October 05, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title